

Heath Weaver

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Dynamic professional with over a decade of experience in project management and team leadership, adept at driving operational efficiency and fostering innovation. Proven track record in delivering complex projects on time and within budget, aligning with strategic business goals. Exceptional communicator with a strong ability to engage stakeholders and lead cross-functional teams.

Career

Managing Director at Essence of Email

2019-Jun – 2024-Apr | US/Remote

- Scaled marketing org from early-stage to growth phase by implementing AI-powered solutions, saving 6% annually while enhancing customer satisfaction.
- Built and managed high-performing teams of up to 50, focusing on organization and motivation, which increased client satisfaction by 10%.
- Leveraged data to iterate quickly, overhauling customer segmentation and email strategies to boost client revenue by 34%.
- Passionate about remote work opportunities, hired skilled workers from best-cost countries, optimizing labor costs and increasing productivity by 94%.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote

- Scaled marketing operations by developing marketing assembly lines for 15 SaaS products, enhancing product launches and sales strategies, directly contributing to the growth phase of the company.
- Built and managed high-performing teams by leading Salesforce migration and training, ensuring data integrity and team readiness for ABM, which streamlined sales enablement efforts.

Managing Partner & Co-Founder at The Specialists Agency & Retorica

2013-Jul – 2017-Jul | Remote

- Scaled marketing operations by directing a digital growth-hacking division, enhancing client digital presence through continuous testing and optimization, leading to significant business growth for startups and small businesses.
- Built and managed a high-performing team of 5-15, focusing on client-centric and integrated online marketing strategies, which resulted in the successful execution of notable campaigns like Bombay Sapphire's Spice Hunter.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Scaled marketing operations by implementing a conversion optimization program and LinkedIn B2B automation, resulting in a 75% revenue increase and enhanced lead generation for small businesses.
- Built and managed a high-performing team, optimizing business processes and partnerships, which doubled profitability and reduced customer churn by 40%.

Head of Search Engine Marketing, Europe at Sony Electronics

2007-Jun – 2010-Feb | Brussels

- Scaled marketing operations by aligning European search activities with local teams, achieving a 103% increase in search traffic and a 300% boost in direct sales over three years.
- Built and managed a high-performing team, coordinating Pan-European campaigns across 16 countries, securing top 5 listings for high-volume keywords, and reducing ad costs by 5% while increasing sales.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Scaled financial operations by automating processes, reducing monthly workload by 4 days and enabling strategic focus on growth initiatives.
- Built and managed a high-performing team that streamlined reporting, achieving weekly financial closes and saving 160+ hours annually, enhancing operational efficiency.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation, aligning with leveraging data to iterate quickly and supporting strategic decision-making processes.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr |

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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